

# CERTIFICATE IN MARKET RESEARCH AND DATA ANALYTICS

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This certificate provides students with a comprehensive view of the tools that marketing managers use to understand markets and evaluate their marketing efforts. Gain valuable insight into the traditional qualitative and quantitative research methods used to collect primary data, as well as the advanced analytic techniques used by marketers to transform secondary data into decision-making information. Access to data gathered through digital marketing efforts is central to the analytical methods used by marketing managers.